Usability Exercise Report for http://stlouis.missouri.org

Test 1

Date of Report: February 22, 2008
Date of Test: January – February 2008

Location of Test: St. Louis, Missouri

Prepared for: Information Architecture Governance Team

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Executive summary

The usability validation exercise asks 'real' users to perform a task while monitoring their success or failure, the steps they take, and how long it takes. 22 representative questions were selected from the perspective of various organizational units, most frequent website searches, and most frequently accessed website content. Focus group sessions with a 1:1 ratio of participant to facilitator were conducted. 42 participants took part in the usability exercise.

We concluded from the results that 8 of the 22 scenarios may require revision to the Information Architecture. Participants felt that the main topics were broad and lacked clarity. The common language used by the general public was not used or considered when naming the topics. For example, participants did not know what Public Safety subtopic Reporting and Operating Planning meant or was referring to. Participants also did not associate Courts and Justice System with Public Safety.

The content type closed cart sort results were as expected little to no ambiguity existed so no changes will be made to the content types.

Methodology

Who we tested

Aae

60-74

42 participants, having the following characteristics, evaluated the proposed control vocabulary for metadata content types and topics. See Demographics worksheet in Usability Spreadsheet Report v1.0.xls file.

15-25	5
26-39	11
40-59	18

TOTAL (participants)

Gender

Men	20
TOTAL (participants)	42

What participants did

The participants met with facilitator for approximately 1 hour and answered 22 task based scenarios and categorized a content type card sort with 12 types. The participants also answered a 9 question exit questionnaire.

What data we collected

The facilitators documented the pathways, the task completion rate, and verbal feedback selected for each of the different task based scenarios. The facilitator also documented the category that each sample type was placed under in the content type card sort.

Major findings and recommendations

- Terminology Participants felt that the main topics were broad and not self explanatory. General
 public common language was not used when naming the main topics. For example participants
 did not know what Public Safety subtopic Reporting and Operating Planning meant or was
 referring to.
- Development and Community Participants indicated that these words are being used in two
 categories making the selection process difficult because of the similarity. Majority of participants
 indicated that the main topics need to be more explicit.
- Public Safety Participants indicated that this term was ambiguous. Recommend renaming the
 main topic to one of the following: Public Safety and Law Enforcement, Public Safety and Judicial,
 Public Safety and Law or Law, Justice, and Safety.
- Transport and Infrastructure Participants indicated that the word "Infrastructure" is unclear
 and confusing. Recommend renaming the main topic to one of the following: Transport and Public
 Works, Transportation and Utilities, or Transport, Infrastructure, and Utilities

Detailed findings and recommendations

Introductory Questions & Tasks

Summary of introductory questions

Questions	Responses
Have you heard of	75% of the participants had heard of the site.
http://stlouis.missouri.org?	
What kinds of information do you think you	Participants identified different types of
could get from this site? Please be specific.	information pertaining to the City of St. Louis
Who do you think this site is designed for?	Participants correctly identified general public.
Why?	
Who manages this site?	57% of the participants did not know who
_	managed the site.

Scenario Findings and Recommendations

In this section, we recorded the first pathway initially chosen by the participant as well as the final pathway chosen by the participant. We believe that the first pathway results are very important because the first pathway indicates the first way the participant chose to look for information regarding the

scenario. The final pathway chosen was also recorded to indicate where the participant finally found the information and/or believed that the final chosen pathway was the last option available. In the final pathway scenarios listed below participants experienced significant difficulty trying to find a pathway that best fit their needs. The results below indicate that participants were lost and ended up choosing the best topic available as a last result in order to find the information regarding the specific scenarios.

First Chosen Pathway Results

Based on the exercise results, we found that the first pathway selection for 8 of the 22 scenarios did not generate the expected results. These 8 scenarios are Historic Development Requirements, Lead Remediation Initiative, Jury Duty, Permits, Streetlight, Complaints, Assessed Property, and Census Data.

The expected pathway for the Historic Development Requirements scenario was Urban Development and Planning -> Preservation. 50% of the participants selected the Housing and Community Development pathway and the remaining 50% selected the Urban Development and Planning pathway. Most participants indicated that the word "Development" being used in two categories made the selection difficult because of the similarity. Majority of the participants indicated that the main topics need to be more explicit.

The expected pathway for the Lead Remediation Initiative scenario was Environment -> Hazardous Materials. 45% of the participants selected the Health pathway, 26% selected the Public Safety pathway, and 23% selected the Environment pathway. Most participants looked at scenario as being a public safety or health issue because it directly affects them rather than the environment.

The expected pathway for the Jury Duty scenario was Public Safety -> Courts and Justice System. 95% of the participants selected the Government pathway. The participants believed that Public Safety was ambiguous. The participants recommended the renaming of the main topic Public Safety e.g. Public Safety and Law Enforcement, Public Safety and Judicial, Public Safety and Justice or Law, Justice, and Safety.

The expected pathway for the Permits scenario was Public Safety -> Building Inspections and Permits. 42% of the participants selected the Housing and Community Development pathway, 30% selected the Government pathway, 16% selected the Urban Development and Planning pathway, and 9% selected the Public Safety pathway. Participants suggested moving the Building Inspections and Permits subtopic under Housing and Community Development. The main topic Government also contains a subtopic Permits, Inspections, and Certifications so a relationship should also be associated with this pathway.

The expected pathway for the Streetlight scenario was Transport and Infrastructure -> Streets, Sidewalks, and Streetlighting OR Government -> Complaints and Service Requests. 65% of participants selected the Public Safety pathway, 14% selected the Transport and Infrastructure pathway, and 12% selected the Government pathway. Participants indicated that the word "Infrastructure" is unclear and confusing. Participants suggest using terminology that is easily recognizable by the general public e.g. Transport and Public Works or Transport, Infrastructure, and Utilities.

The expected pathway for the Complaints scenario was Health -> Animal Control OR Government -> Complaints and Service Requests OR Community -> Beautification and Nuisance Reduction. 37% of the participants selected the Public Safety pathway, 32% selected the Government pathway, 20% selected the Health pathway, and 7% selected the Community pathway. Participants did not expect to find Animal Control under Health which led to confusion. In this scenario, most participants would call the Police rather than Animal Control.

The expected pathway for the Assess Property scenario was Urban Development and Planning -> Property Assessment. 47% of the participants selected the Government pathway, 42% selected the Housing and Community Development, 4% selected the Urban Development and Planning pathway and 4% selected the Community pathway. Majority of the participants navigated to the Government and

Housing and Community Development pathways but could not find a good fit for a subtopic. Many participants selected the Government -> Taxation and Revenue pathway.

The expected pathway for the Census Data scenario was Community -> Facts, Figures, and Community Spirit. 50% of the participants selected the Government pathway, 35% selected the Community pathway and 9% selected the Urban Development and Planning pathway. Most participants chose the Government -> Local Government Records pathway. A relationship may also be associated with this pathway.

Final Chosen Pathway Results

Based on the exercise results, we found that the final pathway selection for 4 of the 22 scenarios did not generate the expected results. These 4 scenarios are Jury Duty, Permits, Assessed Property, and Census Data.

The expected pathway for the Jury Duty scenario was Public Safety -> Courts and Justice System. 76% of the participants selected the Government pathway and 21% selected the Public Safety pathway. The participants believed that Public Safety was ambiguous. The participants recommended the renaming of the main topic Public Safety e.g. Public Safety and Law Enforcement, Public Safety and Judicial, Public Safety and Justice or Law, Justice, and Safety.

The expected pathway for the Permits scenario was Public Safety -> Building Inspections and Permits. 40% of the participants selected the Housing and Community Development pathway, 36% selected the Government pathway, 12% selected the Public Safety pathway, and 9% selected the Urban Development and Planning pathway. Participants suggested moving the Building Inspections and Permits subtopic under Housing and Community Development. The main topic Government also contains a subtopic Permits, Inspections, and Certifications so a relationship should also be associated with this pathway.

The expected pathway for the Assess Property scenario was Urban Development and Planning -> Property Assessment. 63% of the participants selected the Government pathway, 22% selected the Housing and Community Development, 12% selected the Urban Development and Planning pathway and 4% selected the Community pathway. Majority of the participants navigated to the Government and Housing and Community Development pathways but could not find a good fit for a subtopic. Many participants selected the Government -> Taxation and Revenue pathway.

The expected pathway for the Census Data scenario was Community -> Facts, Figures, and Community Spirit. 56% of the participants selected the Government pathway and 37% selected the Community pathway. Most participants chose the Government -> Local Government Records pathway. A relationship may also be associated with this pathway.

See First Chosen Pathway and Final Chosen Pathway worksheets in Usability Spreadsheet Report v1.0.xls file.

Exit Questions/User Impressions

Summary of user impressions

Overall, participants felt that the main topics were broad and were not self explanatory. General public common language was not used when naming the topics. For example, participants did not know what Public Safety subtopic Reporting and Operating Planning meant or was referring to.

Participants were happy to be involved in this process to evaluate the logical flow of the website and test the ability to navigate it.

Summary of exit questions

Questions	Responses
What is your overall impression to the exercise?	90% of the participants said the exercise was good.
What is your impression of the search categories?	70% of the participants said categories were broad or vague and some terms were not self explanatory
What would be the first thing you would do to improve the categories?	Differentiate between Housing and Community Development and Urban Development and Planning, rename Public Safety, Transport and Infrastructure, move animal control, Health subcategories need work
Is there anything you feel is missing?	Add FAQs, services category, hospitals, local healthcare organization or Medicare / Medicaid for assistance, traffic and weather conditions, entertainment / social subtopic, Aldermen, expand public safety with more information, expand leisure and culture, no training subtopic, show case civic progress

Proposed Changes

Based on the documented results, we propose the following changes to the Topic control vocabulary:

- Rename Housing and Community Develop to Housing. Dropping "and Community Development" from Housing and Community Development diminishes the amount of confusion from the two other main topics Community and Urban Development and Planning that share the same wording.
- 2. Rename Public Safety to Law, Safety, and Justice making their search for the Courts and Justice System and Legal Assistance easier to identify.
- 3. Rename Transport and Infrastructure to Transportation, Infrastructure, and Utilities alleviating ambiguity as to what subtopics should be found under this main topic.
- 4. Remove Property Assessment from the subtopics under Urban Development and Planning and categorize all property assessment under Government -> Taxation and Revenue
- 5. Remove subtopic Building Inspections and Permits from Public Safety. Keep the Government subtopic Permits, Inspections, and Certifications.
- 6. Rename Community subtopic Facts, Figures, and Community Spirit to Facts and Figures. Dropping "and Community Spirit" diminishes the amount of confusion as to the definition of the term "Community Spirit."
- 7. Rename Government subtopic "Local Government Unit" to "Local Government Offices, Agencies, and Departments" eliminating the confusion as to the definition of the term "Government Unit."
- 8. Remove Reporting and Operation Planning from Public Safety. Term refers to facts and figures which we will categorize content under Community -> Facts and Figures.

See Also Associations

See Also associations have been identified for the following scenarios:

Scenario 2 – Historic development requirements

You are a developer new to St. Louis and you found a property in an historic neighborhood that you want to rehab. You want to know what historic requirements exist before getting started. Which topic would you select to get started?

Urban Development and Planning → Preservation - See Also Housing

Scenario 3 – Lead Remediation Initiatives

You are a reporter looking for latest news on the city. You want to know what information is available on lead remediation initiatives. Which topic would you select to get started?

Environment → Hazardous Materials – See Also Health and Housing -> Building Inspections and Permits

Scenario 5 – Youth Activities

You are a teenager. You want to know what activities are around for you to become involved in. Which topic would you select to get started?

Leisure and Culture → Children's and Teens Activities - See Also Community

Scenario 6 – Elderly Services

My Aunt lives in St. Louis. I don't feel comfortable with her cooking for herself, but I can't get there on weekdays. Does St Louis have "meals on wheels" program? Which topic would you select to get started?

Community → Social and Support Groups - See Also Government → Local Government Services and Health → Nutrition and Preventative Care

Scenario 7 – Historic Records

You are a genealogy researcher. You want to find historic information, family records, and burial records. Which topic would you select to get started?

Government → Local Government Records – See Also Community → Births, Deaths, Weddings, and other Life Events

Scenario 10 – Parking Payment

You received a parking violation from a traffic attendant in the City. You want to know how to pay this parking ticket. Which topic would you select to get started?

Government → Fees and Payment Information – See Also Transportation, Infrastructure, and Utilities → Parking

Scenario 11 - Register Animal

You are a new owner of puppy and you live in the City. You want to know how to register the puppy. Which topic would you select to get started?

Health → Animal Control – See Also Government → Local Government Services and Leisure and Culture → Pets and Animals OR Law, Safety, and Justice

Scenario 13 – Neighborhood Schools

You live in X Neighborhood. You want to know what schools are in your surrounding neighborhood. Which topic would you select to get started?

Education and Training → Public and Private Schools – See Also Community → Neighborhoods

Scenario 15 – Permits

You are planning to build a new deck on your house. You want to know if you need a permit for this. Which topic would you select to get started?

Housing → Building Inspections and Permits - See Also Government → Permits, Inspections, and Certifications and Urban Development and Planning

Scenario 17 – Street light

You want to report that the street light in front of your house is burned out. Which topic would you select to get started?

Transportation, Infrastructure, and Utilities → Streets, Sidewalks, and Streetlighting - See Also Law, Safety, and Justice and Government → Complaints and Service Requests

Scenario 20 – Complaints

My Neighbor has 10 dogs that bark at night. Surely, this must be illegal, how can I get it stopped? Which topic would you select to get started?

Government → Complaints and Service Requests – See Also Community → Beautification and Nuisance Reduction and Health → Animal Control

Scenario 21 – Assess Property

You are a citizen. You want to find out the assessed value of your home. Which topic would you select to get started?

Government → Taxation and Revenue – See Also Housing and Urban Development and Planning

Scenario 22 - Census Data

You are a college student doing a research project and need to locate census data on the City. Which topic would you select to get started?

Community → Facts and Figures – See Also Government → Local Government Records

Proposed Retesting Method

9 scenarios will be tested. 8 of the original scenarios will be retested and an additional scenario testing the wording change from Local Government Units to Local Government Offices, Agencies, and Departments will be created. The retesting will occur in focus group sessions with a 1:1 ratio of participant to facilitator. The number of participants to take part in the usability exercise is still undetermined. The use of the same participants or recruiting new participants for retesting is also undetermined at this time.

Based on the results of the retest, the IAGT will either implement the proposed changes or determine if additional modifications to the topic control vocabulary are required.

Retesting Report

Test 2

Retesting Results

Date of Report: March 22, 2008
Date of Test: March 2008
Location of Test: St. Louis, Missouri

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Executive summary

Test 2:

The usability validation exercise asks 'real' users to perform a task while monitoring their success or failure, the steps they take, and how long it takes. 8 questions were reselected from the initial set of problem scenarios and a ninth question was added to address the wording change from subtopic Local Government Unit to Local Government Offices, Agencies, and Departments. Focus group sessions with a 1:1 ratio of participant to facilitator were conducted. 8 participants took part in the usability exercise. All participants were never previously tested or currently worked for the local government.

We concluded from the results that 1 of the 9 scenarios may require revision to the See Also association. For example, in the Permits scenario participants went to Housing and Urban Development and Planning. We did not have a See Also association for this scenario to Urban Planning and Development because the scenario related specifically to Housing; however, based on the participants responses a See Also association should be added. Otherwise, the majority of participants selected one of the options from the expected pathways. Based on the results we recommend that all proposed changes should be implemented to the Information Architecture.

Methodology

Who we tested

8 participants, having the following characteristics, evaluated the proposed control vocabulary for metadata content types and topics. See Demographics worksheet in Usability Spreadsheet Report v1.1.xls file.

Age	
15-25	0
26-39	5
40-59	3
60-74	0
TOTAL (participants)	8

Women	4
Men	4
TOTAL (participants)	8

What participants did

The participants met with facilitator for approximately 30 minutes and answered 9 task based scenarios (see Appendix B for list of scenarios).

What data we collected

The facilitators documented the pathways, the task completion rate, and verbal feedback selected for each of the different task based scenarios.

Major findings and recommendations

In 8 of the 9 scenarios, the majority of the participants selected one of the revised expected pathways chosen by the IAGT. Whereas, in the initial test of the 8 scenarios, majority of the participants did not select the IAGT expected pathways. The retesting showed significant improvement in selection of the revised IAGT expected pathways. See First Chosen Pathway – Test 2 and Final Chosen Pathway – Test 2 worksheets in Usability Spreadsheet Report v1.1.xls file.

1 of the 9 scenarios may require revision to the See Also association. In the Permits scenario, 37.5% of participants went to Urban Development and Planning. However, 50% of the participants went to one of the expected pathways Government → Permits, Inspections, and Certifications or Housing. We did not have a See Also association for this scenario to Urban Planning and Development because the scenario related specifically to Housing. However, based on the participants' responses a See Also association may need to be added. Or in the future, we may want to consider moving Permits, Inspections, and Certifications out from under Government and creating its own main topic depending on the frequency of content classification. At this time, subtopic Permits, Inspections, and Certifications does not warrant such a major change.

In the Census Data scenario, we noticed that 62.5% of participants still continued to go to Government > Local Government Records. In the future, we may want to consider moving Facts and Figures out from under Community into its own main topic. However, at this time subtopic Facts and Figures does not warrant such a major change.

Due to the significant improvement, we recommend implementing the proposed changes to the Information Architecture and adding a See Also association to the Permit Scenario for Urban Development and Planning topic.

Detailed findings and recommendations

The IAGT will implement the proposed changes to the topic control vocabulary.

A See Also association may be added to the Permit Scenario for Urban Development and Planning topic.

Scenario Findings and Recommendations

For Scenario 4 Permits, a See Also association should be added for Urban Development and Planning. 37.5% of participants selected the Urban Development and Planning topic to find information about permits. Whereas, 50% of participants chose the revised IAGT expected pathway.

Scenario 4 – Permits

You are planning to build a new deck on your house. You want to know if you need a permit for this. Which topic would you select to get started?

Government → Permits, Inspections, and Certifications See Also Housing → Housing Repairs and Renovation and Urban Development and Planning

For Scenario 8 Census Data, 62.5% of participants continued to select the Government → Local Government Records expected pathway to find information about the census data. Whereas, 25% of participants chose the Community → Facts and Figures expected pathway.

Scenario 8 - Census Data

You are a college student doing a research project and need to locate census data on the City. Which topic would you select to get started?

Community → Facts and Figures OR Government → Local Government Records

Appendix A: Original List of the 22 scenarios

Scenario 1 – City employment opportunities

You're looking for a new job. You are searching for employment opportunities with the city. Which topic would you select to get started?

Employment, Jobs, and Careers → Local Government Employment Opportunities

Scenario 2 – Historic development requirements

You are a developer new to St. Louis and you found a property in an historic neighborhood that you want to rehab. You want to know what historic requirements exist before getting started. Which topic would you select to get started?

Urban Development and Planning → Preservation

Scenario 3 – Lead Remediation Initiatives

You are a reporter looking for latest news on the city. You want to know what information is available on lead remediation initiatives. Which topic would you select to get started?

Environment → Hazardous Materials

Scenario 4 - Tourism

You are an international visitor. You want to know what services, exchange rates, and translation services are available. Which topic would you select to get started?

Leisure and Culture → Tourism

Scenario 5 – Youth Activities

You are a teenager. You want to know what activities are around for you to become involved in. Which topic would you select to get started?

Leisure and Culture → Children's and Teens Activities

Scenario 6 - Elderly Services

My Aunt lives in St. Louis. I don't feel comfortable with her cooking for herself, but I can't get there on weekdays. Does St Louis have "meals on wheels" program? Which topic would you select to get started?

Government → Local Government Services OR Health → Nutrition and Preventative Care OR Community → Social and Support Groups

Scenario 7 – Historic Records

You are a genealogy researcher. You want to find historic information, family records, and burial records. Which topic would you select to get started?

Government → Local Government Records OR Community → Births, Deaths, Weddings, and other Life Events

Scenario 8 – Business with the City

You are a vendor interested in doing business with the city. You want to know how to obtain licenses. Which topic would you select to get started?

Business and Industry → Business Regulation and Licensing

Scenario 9 - Development Projects

You are investors/developers who are interested in business opportunities in the city. You are looking for existing projects. Which topic would you select to get started?

Urban Development and Planning → Land Acquisition, Reutilization, and Development

Scenario 10 – Parking Payment

You received a parking violation from a traffic attendant in the City. You want to know how to pay this parking ticket. Which topic would you select to get started?

Transport and infrastructure → Parking OR Government → Fees and Payment Information

Scenario 11 – Register Animal

You are a new owner of puppy and you live in the City. You want to know how to register the puppy. Which topic would you select to get started?

Health → Animal Control OR Government → Local Government Services

Scenario 12 - Recycling

You are resident of the city. You want to find out where you can recycle aluminum cans. Which topic would you select to get started?

Environment → Waste Management and Recycling

Scenario 13 - Neighborhood Schools

You live in X Neighborhood. You want to know what schools are in your surrounding neighborhood. Which topic would you select to get started?

Education and Training → Public and Private Schools OR Community → Neighborhoods

Scenario 14 – Jury Duty

You received a jury duty summons. You want to know where you have to report for jury duty. Which topic would you select to get started?

Public Safety → Courts and Justice System

Scenario 15 - Permits

You are planning to build a new deck on your house. You want to know if you need a permit for this. Which topic would you select to get started?

Public Safety → Building Inspections and Permits

Scenario 16 - Assistance with Code Violations

You received a letter from the Building Division stating your home has code violations. You want to find out if there is any financial assistance available to help you make home repairs. Which topic would you select to get started?

Housing and Community Development → Housing Financial Programs

Scenario 17 – Street light

You want to report that the street light in front of your house is burned out. Which topic would you select to get started?

Transport and Infrastructure → Streets, Sidewalks, and Streetlighting OR Government → Complaints and Service Requests

Scenario 18 – Reserve City Park

You are planning a family reunion and want to reserve a shelter at a city park. Which topic would you select to get started?

Leisure and Culture → Parks and Gardens

Scenario 19 - STD

I think I may have an STD. Where can I go to get tested? Which topic would you select to get started?

Health → Immunizations and Public Health

Scenario 20 - Complaints

My Neighbor has 10 dogs that bark at night. Surely, this must be illegal, how can I get it stopped? Which topic would you select to get started?

Health → Animal Control OR Government → Complaints and Service Requests OR Community → Beautification and Nuisance Reduction

Scenario 21 – Assess Property

You are a citizen. You want to find out the assessed value of your home. Which topic would you select to get started?

Urban Development and Planning → Property Assessment

Scenario 22 - Census Data

You are a college student doing a research project and need to locate census data on the City. Which topic would you select to get started?

Community → Facts, Figures, and Community Spirit

Appendix B: Test 2 Original List of 9 Scenarios

Scenario 1 – Historic development requirements

You are a developer new to St. Louis and you found a property in an historic neighborhood that you want to rehab. You want to know what historic requirements exist before getting started. Which topic would you select to get started?

Urban Development and Planning → Preservation

Scenario 2 – Lead Remediation Initiatives

You are a reporter looking for latest news on the city. You want to know what information is available on lead remediation initiatives. Which topic would you select to get started?

Environment → Hazardous Materials OR Health → Immunizations and Public Health OR Government → Permits, Inspections, and Certifications

Scenario 3 – Jury Duty

You received a jury duty summons. You want to know where you have to report for jury duty. Which topic would you select to get started?

Laws, Safety, and Justice → Courts and Justice System

Scenario 4 – Permits

You are planning to build a new deck on your house. You want to know if you need a permit for this. Which topic would you select to get started?

Government → Inspections, Permits, and Certifications OR Housing → Housing Repairs and Renovation

Scenario 5 – Street light

You want to report that the street light in front of your house is burned out. Which topic would you select to get started?

Transportation, Infrastructure, and Utilities → Streets, Sidewalks, and Streetlighting OR Government → Complaints and Service Requests OR Law, Safety, and Justice

Scenario 6 - Complaints

My Neighbor has 10 dogs that bark at night. Surely, this must be illegal, how can I get it stopped? Which topic would you select to get started?

Health → Animal Control OR Government → Complaints and Service Requests OR Community → Beautification and Nuisance Reduction OR Law, Safety, and Justice

Scenario 7 – Assess Property

You are a citizen. You want to find out the assessed value of your home. Which topic would you select to get started?

Government → Taxation and Revenue OR Housing OR Urban Development and Planning

Scenario 8 – Census Data

You are a college student doing a research project and need to locate census data on the City. Which topic would you select to get started?

Community → Facts and Figures OR Government → Local Government Records

Scenario 9 - Government Office

You are looking for a list of city departments. Which topic would you select to get started?

Government → Local Government Offices, Agencies, and Departments